

## UAE's Union Coop manages 161K+ digital orders in first half of 2024

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Dr Suhail Al Bastaki, Chief Community Relations Officer at Union Coop, has confirmed that the cooperative's Smart App and Online Store processed 161,599 purchase requests for food and non-food products during the first six months of 2024. He highlighted that the products on both digital platforms are updated daily.

Dr Al Bastaki also noted that the cooperative has recently added numerous features to its app to enhance the online shopping experience for customers, reflecting their commitment to providing accessible products and keeping up with advances in e-commerce within the retail sector.

By the end of June 2024, the number of registered users on the Union Coop smart app had exceeded 474,656, while the number of downloads for the smart app on electronic and tablet devices reached approximately 605,000. These figures reflect the high level of trust that consumers and clients have in the cooperative.

The daily requests via the digital platforms vary, reaching up to 920. Over 66 promotional campaigns have been launched, featuring discounts on thousands of highly consumed and requested products. Dr Al Bastaki also pointed out that key services provided by the smart app and online store include express delivery within 45 minutes, a shopping experience without the need for a cart, the option to order online and pick up from Union Coop branches, and delivery coverage for areas outside Dubai when purchasing through the online store.

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